

tasks as complicated as the presidency. More shrewd expedients, has some previously disliked bids, or efforts to direct ing from eating apples and spread by these spe-

History of Advertising

Printed advertising began to appear about two hundred years after the printing press was invented in the 15th century (see Printing). The first English newspapers, in the days of Cromwell and the Stuart kings, contained a few advertisements; but most advertising was done with handbills and public signs.

American advertising remained in this primitive form throughout the colonial period and until manufacturing developed early in the 19th century. Then newspaper advertising, printed in the form we know as want ads, "became plentiful. Most of it remained conservative in tone, until the showman, P. T. Barnum, during and after the Civil War period, showed how people could be moved to buy with sensational appeals. New printing and engraving methods, which permitted lavish use of illustrations, followed.

Those who can meet the demand also have the chance to win big in American business. and copywriting is of universities, both in regular schools teach advertising and other specialties. Such prepares the student to do the work. Actual selling is extremely helpful; so also is the management of a retail store.

In American Life industry, especially in the country is it so highly valued. Some form of advertising is essential to every American business organization, such as the Government agencies. Government agencies conduct "campaigns" in the form of radio and television, and in third place, fol-

allied trades; the amount of advertising in publications, and other factors, suggest that more than half of them are kept busy producing advertising. The same may be said of the more than 50,000 artists.

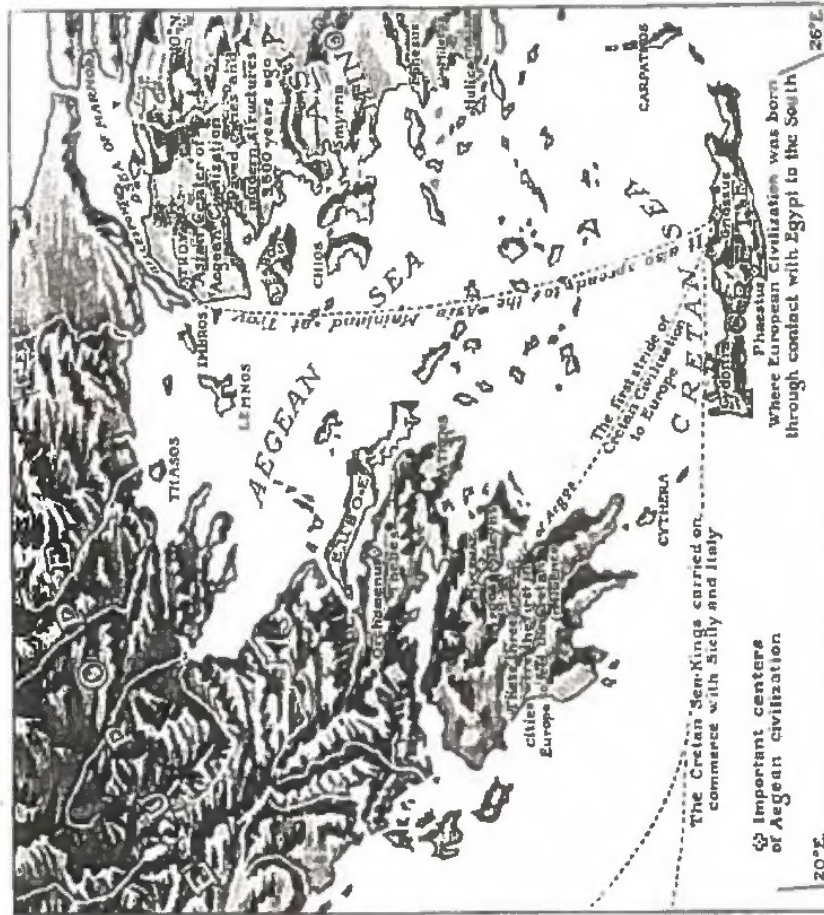
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WHERE EUROPEAN CIVILIZATION WAS BORN



In Europe, civilization dawned in the three cities of Mycenae, Argos, and Tiryns, on the mainland of Greece. But this civilization began in the island of Crete, which in turn owed the beginning of its development in the arts and industries to Egypt and Asia. From Crete the light spread not only to Greece, but was carried by the Cretan sea kings in connection with their commerce, to Sicily and Italy on the west, and to Troy on the north. We are apt to think of Troy as only an imaginary place, the creation of a great poet's brain, but how substantial it seems when we know that it really existed some three thousand years ago, and that it had paved streets, formidable stone walls, and elaborate buildings. The great palace in Cnossus (Crete) had running water, bathrooms, and other "modern" conveniences.

between Crete, the islands, and the Egyptian seas sail to the south. become a highly civilized trading galley made of the Mediterranean and Crete received tribute



These are the gold cups found in the 'Treasures of the Desert'—as shown above. The photograph shows typical Cretan ideas, remarkable alike for the wealth of today across the 3,000

The great legendary sea- and from his name the been applied to the whole, when Cretan influence

wonderful gold cups, sculptures, and other articles discovered there. Other cities on the Greek peninsula and on the Aegean islands shared in this culture, and it was spread as far as Sicily, Italy, and Spain by the roving Cretan traders.

Troy One of Its Outposts

On the mainland of Asia Minor too the same general type of civilization sprang up, beginning there 1,500 years before the great palaces of Mycenae and Tiryns were built. The famous city of Troy, in the northwestern corner of Asia Minor near the shores of the Hellespont, was the Asian center of this Aegean civilization. On the site of a Neolithic village established about 3200 B.C., a stone-walled city was raised some 600 years later. At first a mere outpost and trading village, Troy increased in importance because of its strategic position near the Hellespont. By the time of Homer's Trojan Wars, it was the fortress center of a considerable kingdom (Trojan War).

But by the time the use of iron had become common in the Aegean (about 1000 B.C.), the widespread Aegean civilization had received its death blow at the hands of Indo-European invaders from the north. These peoples we know as the Greeks. At that time they were still rude barbarians. In wave after wave they swept down into the peninsula of Greece and across the Aegean. The proud kingdoms of Mycenae and Troy and Knossos fell before their irresistible advance and were completely overwhelmed. Their memory survived in confused traditions which we are only beginning to understand.

A New World Revealed by Excavations

A few generations ago men knew nothing of this great chapter in European history. The palaces, weapons, and paintings of this pre-Greek world lay silted over beneath the sands of the ages. Then in 1870 Heinrich Schliemann began to dig down through the deposits that hid the buried city of Troy, and the story of Aegean civilization began to be suspected (see Schliemann). Then followed excavations at Mycenae and Tiryns and other places, until today we have many remains of this forgotten civilization.

Nowhere else have such impressive survivals of the earliest Aegean culture been found as in the island of Crete. Sir Arthur Evans started the excavations here in 1900. He reconstructed many of the ruins at his own expense, notably part of the palace

Archeologists have pushed forward the work in the Aegean area in the present century, even though interruptions occurred because of the Balkan Wars and two World Wars. They learned a great deal about what happened to the great Minoan civilization after its political and economic hold on the eastern Mediterranean was broken. The barbaric Greek tribes absorbed much of the Minoan culture and used it as a basis on which they built their own civilization. Under the ruins of Hellenic temples on the mainland of Greece and on the Greek islands, older fragments of Minoan inspiration are often found. Certain groups of people of Minoan culture were driven from their homes and wandered to other lands. Archeologists think that perhaps two such groups, whose home had been in Asia Minor, wandered to Italy and Palestine, where they were later known as the Etruscans and the Philistines.

AENEAS (ə-nē-ās). According to the stories which the old Romans loved to tell, their imperial city was settled by descendants of the heroes of lofty-towered Troy. Aeneas, son of Anchises and the goddess Aphrodite (Venus), led a little band of Trojans to Italy and settled on the plain of Latium.

Aeneas, according to the story, was the bravest of all the Trojans after Hector. When Troy was conquered and burned, he escaped from the city with old Anchises on his shoulders and leading his young son by the hand. For seven years he and his companions wandered over the Mediterranean in their swift-oared ships.

Near Carthage on the African coast Aeneas was wrecked. The Carthaginian queen Dido loved him and begged him to stay. But the gods sent him wandering again, and Dido killed herself for grief.

After further wanderings Aeneas came at last to Latium, a land in central Italy. The king welcomed him and gave him his daughter in marriage. For years, so the story goes, Aeneas reigned happily over the united Trojans and Latins. Then in battle with the Etruscans he vanished. His subjects, failing to find his body, believed that he had been carried to heaven, and worshipped him as a god.

Aeneas is the hero of Vergil's famous Latin epic the 'Aeneid'. Vergil frequently calls him "the pious Aeneas" because of his loyalty to his father Anchises. **AEOLUS (ē-ō-lūs).** According to a story told in the 'Odyssey', Aeolus was given command of the four winds by Zeus. With them he lived on a brass-walled island (the modern Stromboli north of Sicily). His

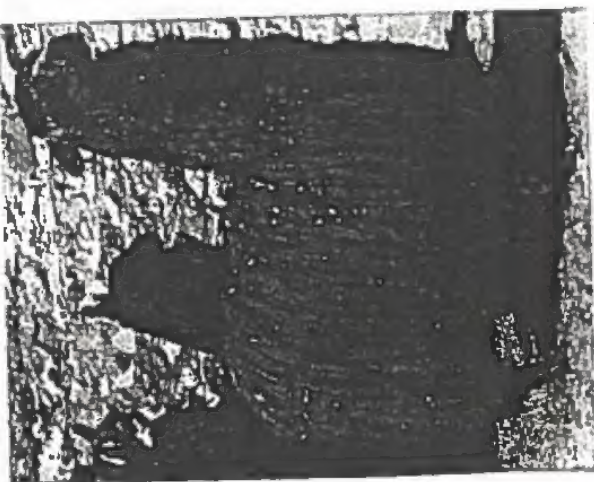
ALMOND

bear fruit, it is often planted for ornament. The dwarf almond, a native of Russia, is favored for this. Scientific name of the almond, *Amigdalus communis*.

ALPACA. A full-grown alpaca stands about 3½ feet high. It looks like a large goat with a camel-like head. Thick, woolly hair, from 6 to 24 inches long, grows on the body and legs, and often reaches the ground. From it is woven one of the world's finest woolen fabrics. The color may be white, brown, black, or mixed on the same animal.

The alpacas is found only in the Andes Mountains, usually at heights of from 13,000 to 15,000 feet. It rarely descends below 6,000 feet. Its chief food is a grass called *ichu*. It can go without grass or water for long periods, because its three-chambered stomach serves as a reservoir. Cleft feet with hooked spurs help it to climb steep crags. And no region other than the high Andes seems to suit this animal. Attempts to raise it elsewhere have failed. Ever since the days of the ancient Incas, or earlier, the natives of Peru and Bolivia have used alpaca wool for clothing, and the skin for rugs. They seldom

A FINE CROP OF ALPACA WOOL



Its long fleece shows that this alpaca is about ready for shearing. An adult alpaca yields from four to ten pounds of wool every second year.

warp and an alpaca weft. The scientific name of the alpaca is *Lama glama* pacos.

The alpaca, the llama, the guanaco, and the vicuña, together form the genus *Lama* of the family *Camelidae*. The vicuña, smallest of the group, lives wild in Peru. It is the lightest, strongest, and warmest wool known. Peruvian law, only a few may be killed each year.

How the MINERS of SINAI Gave Us Our A B C's

ALPHABET. To write the letters C, A, and T for "cat" seems as natural to us as pronouncing the word. Each letter stands for one sound in the spoken word. To write the word, we set down a sign for each sound, in the proper order.

We call this kind of writing *alphabetic*, from the names *alpha* and *beta* of the first two letters in the Greek alphabet. Because the method is so simple, we find it hard to imagine anything writing in any other way. Actually, however, alphabetic writing came late in human history. Throughout early ancient times, people used pictures and signs for words or syllables, just as we use the sign S for the word "dollar" and Writing). Hundreds of signs were needed, and students had to spend years learning them. The



Egyptian masters of how to write. But the full, elaborated, they taught a simple for writing named stood for the first shown by the picture name for "writing" as we often use it. Because of this picture of a water, the sound of our letters, however, Egyptians, with the Egyptian between the for example, called them the wave sign. The Egyptians could of Egyptian symbols, names to them. The result. Each sign for the Semitic name of this is actually what the Egyptian alphabet. But the invention effective that they could abandon signs and do all their letters. The Saitives, upon alphabetic writing kind they knew. The evident that the and easier than any setting this, would ad Semitic and Early Greek relics from Palestine the Semitic peoples of came to use the Canaan accompanying illustrations the letters consisted of the original picture is still clear. Then, a turn of events in writing throughout development started, conquered the Greek of. They traded with the time, the learned Phoenician writing changes, to suit the time the P

THE ALPHABET THROUGH THE AGES

HIERO-GLYPHIC	SINAI	MOD-BITE	GREEK	LATIN	
	ALEPH (BULL)	𐤀	ΑΑ	ΑΑ	A
	BETH (HOUSE)	𐤁	ΒΒ	ΒΒ	B
	GIMEL (SQUARE)	𐤂	ΓΓ	ΓΓ	C
	DALETH (DOOR)	𐤃	ΔΔ	ΔΔ	D
	HALEL (REJOICE)	𐤄	ΕΕΕΕ	ΕΕΕΕ	E
	VAV, WAW (DEG)	𐤅	FF	FF	F
	ZAYIN (STICKS)	𐤆	Ζ	Ζ	..
	CHATTL (WRAPPING)	𐤇	ΗΗ	ΗΗ	G
	YOD (HAND)	𐤈	ΘΘ	ΘΘ	H
	KAPH (PALM)	𐤉	ΙΙ	ΙΙ	I
	LOYAH (LOOP)	𐤊	ΚΚ	ΚΚ	J
	MAIM (WATER)	𐤋	ΛΛ	ΛΛ	K
	NAHASH (SNAKE)	𐤌	ΜΜ	ΜΜ	L
	SAMEKH (FISH)	𐤍	ΝΝ	ΝΝ	M
	AYIN (EYE)	𐤎	ΞΞ	ΞΞ	N
	PEH (MOUTH)	𐤏	ΟΟ	ΟΟ	..
	QAOW (TAPE)	𐤐	ΠΠ	ΠΠ	O
	RESH (HEAD)	𐤑	ΡΡ	ΡΡ	P
	SHIN (TOOTH)	𐤒	ΣΣΣΣ	ΣΣΣΣ	Q
	TAV, TAW (MARK)	𐤓	ΤΤ	ΤΤ	R
	ΥΥ	ΥΥ	S
	ΦΦ	ΦΦ	T
	ΧΧ	ΧΧ	U
	ΨΨ	ΨΨ	V
	ΩΩ	ΩΩ	W
	+	+	X
	Y
	Z

and the Egyptian masters of the mines taught them how to write. But the Egyptians did not teach their full, elaborate method of writing with pictures; they taught a simpler method which was useful for writing names. In this method, each picture stood for the first sound in the name of the object shown by the picture. For example, the Egyptian name for "water" was written "W T," just as we often use initials to indicate a person's name. Because of this spelling, the Egyptians used a picture of a water wave (~~~~~) to represent the sound of our letter N.

The Egyptians, however, could not teach their signs with the Egyptian meanings, because of differences between the two languages. The sign, for example, called *water main* or *mam*, did not to them the wave sign would mean 'm', not 'mam'. If the Egyptians could show the miners an Egyptian sign, they could show the miners an Egyptian sign.

The accompanying table shows the result. Each sign stands for the first Semitic name of the object shown.

It is actually what happened, we might say, to the Egyptians, rather than the Scirites, who had the alphabet. But the Egyptians never made their invention effective. They never realized that they could abandon their old, cumbersome signs and do all their writing with alphabets. The Scirites, however, had to rely upon alphabetic writing, because it was the only kind they knew. Soon it must have become so convenient that the new method was far easier than any other. Other peoples, adopting this, would adopt it.

Music and Early Greek Alphabets

For the peoples from Palestine and Syria show the same tendency to use the Canaanite alphabet shown in the accompanying illustration. In this alphabet the letters consisted of quickly made strokes of the original pictures, but the relation is still clear. Then at some time after the turn of events made this alphabet the chief writing throughout the world.

development started when a group of
conquered Greece and Asia Minor, and
the Greeks of ancient history (see
They traded with the great seafaring
of the time, the Phoenicians, and
Phoenician writing. Then they ha-

eat the flesh, although said to be palatable.

Most of the alpaca wool commerce is grown in Bolivia and Peru. The natives have small herds which graze the bleak plateaus by day and follow leaders into rude corrals at night. The animals are sheared every year or so. To do this the herders throw the animals to the ground and tie their feet together. Most of the wool is sent to Arequipa, Peru, where it is sorted according to length and quality, and then marketed. The number of alpacas is said to be less than a million.

genuine alpaca fabric
strong, light, and
Many fabrics called alpaca
made from mohair, cotton
rayon. One cloth com-
called alpaca has a
sweet. The scientific name
a paco.

ama, the guanaco, and the
Lama of the family Camelidae.
This group, lives wild in Peru. It
t, and warmest wool known.
few may be killed each year.

Me Our ABC

To write the letters C, A, seems as natural to us as to write the letters c and a. Each letter stands for one word. To write the word "cane" for each sound, in the proper order, is kind of writing *alphabet*. *Alpha* and *beta* of the first *alphabet*. Because the men found hard to imagine any other way. Actually, writing came late in history. In ancient times, people used signs for words or syllables. The sign \$ for the word

alphabet, with their new meanings. But difficulties arose over use of the sixth letter *waw* or *ו*, because of possible use for related sounds. Our 'v' sound, for example, is *voiced*—that is, the vocal cords vibrate and add "body" to the tone. By omitting the voicing, we get the sound *f*. The Greeks also heard a vowel sound, somewhat like the sound of our 'u', in the Semitic pronunciation of *waw*. All these meanings came into use in some parts of Greece. Some Greeks kept the letter in the sixth place to mean 'w' and called it *digamma*. Those who used it for 'u' placed it after the old last letter, T, and called it *upsilon*. Later the letters *psi* and *chi* were added to represent certain combination sounds, and unvoiced 'v', or 'f', was written as *phi*. Finally the Greeks added a long 'o', or *omega*, as a 24th letter at the end of their alphabet.

New Greek Shapes

The Greeks also changed the shapes of many letters, to suit a change in the direction of handwriting. The Phoenicians, like all Semitic peoples, wrote from right to left. This led them to make horizontal strokes to the left of an upright one, as in their letter *heh* (ה). But the Greeks used a back-and-forth method of writing one line from right to left, the next one from left to right, and so on. In each line, they turned the strokes as the writing went. Thus they wrote *heh* both as א and as פ.

By the 4th century B.C., however, the most cultured Greeks wrote from left to right only, and they used the shapes suited to this style. Their artistic sense led them also to give many of the old letters more graceful shapes. These improved letters still persist as the capitals in the modern Greek alphabet.

Development of the Latin Alphabet

Most of these rhymes were made by the more

served for the 'u' sound. The Romans dropped Z and X from the alphabet because at this time their speech did not use these sounds; but they kept the old *quere* sign, which the Greeks later dropped, as Q.

The most troublesome letter for the Romans was the Semitic *gimel* (Greek *gamma*). They finally settled some of their difficulties, however, by devising two letters, C and G (as is told in the Fact-Index history of the letter C). This letter was given the third place in the Latin alphabet, and G was used in the seventh place, instead of the dropped Z. A final change gave the old Semitic letter *cheth* the consonant pronunciation of 'h', instead of making it a long 'e' as the Greeks had done.

After the Romans had conquered the Greek world in the 2d century B.C., they became interested in Greek literature. To spell certain Greek names, they wanted to use some of the letters they had dropped. Therefore they added X and Z after V, and between these letters they inserted a new one, Y, as a variant of U. The letter V still continued to mean both V and U. Thus the classical Latin alphabet gained its final form, with twenty-three letters.

Rise of the Modern Alphabet
During the centuries, Rome ruled the Western World, the Latin alphabet spread through all northern and western Europe. In the course of the Middle Ages, the letters J and W were added, and the old V was

separated into U and V (as is told in the Fact-Index history of these letters). These additions created the modern alphabet which is used for writing English, French, German, Spanish, Italian, and other languages of central and western Europe. In most of these languages, special marks are added to certain characters to indicate pronunciations. (For examples, see the entry Alphabet in the Fact-Index.)

EXAMPLES OF EARLY ALPHABETIC WRITING

Abbaal Inscription—10th-century Semitic script added to a monument of Sheshonk I of Egypt; discovered at Gebel (Byblos) in Syria in 1893.

Abiram Inscription—Phoenician script of 13th century B.C. on the tomb of Abiram, king of Gebel (Byblos) in Syria; development to mature Semitic form practically complete; found in 1923.

Gezer Calendar—Hebrew of 8th to 6th century B.C. on limestone, recording the months and their harvests; script mature; found at Gezer in 1908.

Gezer Potsherd—15th century B.C. or earlier; characters for the name "Ben Y" closely resemble the Sinaitic script; found at Gezer in 1929.

Tell-el-Hesi Potsherd—13th to 12th century B.C.; bears the name "Dek" in characters still recognizable as descended from Sinaitic script; found in 1930; formerly called Lachish potsherd.

Mosabite Stone—9th century B.C.; basalt slab describing victory won by Mesha, king of Moab; found in 1868, and for half a century the oldest known example of Semitic alphabetic writing.

Ras Shamra Cuneiform—Alphabetic characters made with cuneiform strokes, perhaps 15th century B.C.; may have been adapted from Sinaitic characters; found at Ras Shamra (ancient Ugarit) in 1929.

Siloam Tunnel Inscription—7th century B.C.; inscribed inside water tunnel constructed by Hezekiah (II Kings xx, 20) at Jerusalem, to celebrate completion; discovered in 1880.

modified version of the Balkan Peninsula alphabet and became Christian according to tradition, missionaries to the Slav church liturgies. Wherever the Greek alphabet is the most common in Greece itself. The Cyrillic scripts. The alphabet dates roughly from Babylonian captivity, 6th century B.C. It is a square version of the Semitic alphabet widely used at the time.

Written and Printed The shapes of lower-case letters developed from capital handwriting. In all handwriting, there is a tendency to make the letters slant to the right. There is also a tendency to make the letters together, in order to save space. The lower-case Greek letters are clearly Latin in style to ours. From most letters were developed in general shape, but capitals, called *may*, were developed from the smaller, more early printing type imitates the difference between (man) and slanting letters.

Tracing the History The history of the alphabet has been fairly well traced. Herodotus wrote in his history of Greece by Cadmus, a Phoenician, in the island of Thera and then in the discoveries support the oldest Greek inscription. The Semitic writing of the 10th century B.C. is the later history of Greek as seen in inscriptions. The Semitic writing was in use by the Phoenicians in Asia Minor, in the island of Thera. For some centuries the Semitic writing was called "ox turning" from the Phoenician word "ox turning." Then they settled in the island and they developed the

A modified version of the Greek alphabet arose in the Balkan Peninsula after the Slavs overran the region and became Christians in the 9th century. According to tradition, St. Cyril (827-869), one of the missionaries to the Slavs, adapted the Greek letters to the Slavic tongues in order to write the Bible and church liturgies. Versions of this alphabet are used wherever the Greek Orthodox faith prevails, except in Greece itself. The modern Russian alphabet is the most widely used of these Cyrillic scripts. The Hebrew alphabet dates roughly from the time of the Babylonian captivity in the 6th century B.C. It is a squareish, Aramaic version of the Semitic letters, which was widely used at the time.

Written and Printed Letters

The shapes of lower-case or "small" letters developed from capitals through handwriting. In all handwriting, the tendency is to make the angles and slantish shapes of capitals more rounded. There is also a tendency to link letters together, in order to gain a "running" or cursive style that will be both easy and fast to write. The lower-case Greek letters show this tendency clearly. Later Latin handwriting led from this cursive style to ours. From the 3d century to the 9th, most letters were made in the uncial style, which in general shape but with rounded strokes. Then capitals, called *majuscule* letters, became separated from the smaller, more cursive *minuscule* form. Latin printing type imitated this difference. Type also made the difference between upright letters (called *serif*) and slanting letters (called *italic*).

Tracing the History of the Alphabet
The history of the alphabet from the days of the Phoenicians has been fairly well understood ever since Greek Herodotus wrote in his "History" that letters were brought to Greece by Cadmus of Tyre, who stopped first at the island of Thera and then founded Thebes (see Cadmus). Modern discoveries support this story. There contains some of the earliest Greek inscriptions known, and the letters resemble Semitic writing of the 13th century B.C.

The later history of Greek and Latin writing is known from many inscriptions and manuscripts. The principal Greek alphabet was made by Ionian tribes, who lived on the island of Asia Minor, in the islands of the Aegean, and around the coast of Asia. For some centuries they wrote "back and forth," as they explained; they called this method *boustrophedon*, meaning "ox turning," from the movements of an ox in plowing a field. Then they settled upon writing from left to right, and they developed the classic Greek alphabet. These alphabets were made official in Athens in 403 B.C. and after the fall of the Athenian Empire.

when the Etruscans ruled the city of Rome (see Roman History). The Romans are thought to have developed their Latin alphabet from the Etruscan. From that time on, there are no considerable gaps in the history of the alphabet.

Discovering the Origin of the Alphabet
This history starts, however, with the advent of Phoenician writing in Greece. The earlier history of the alphabet remained almost completely unknown until after the World War of 1914-18. Several examples of early Semitic writing were known, as is indicated in the accompanying table; but scholars did not know when, where, or how this script was developed. Our first hint of the truth came in 1905, when an English archaeologist, Flinders Petrie, found some ancient inscriptions at Serabit in the Sinai peninsula. The writing looked alphabetic, because only 25 characters were used. Various relics at the site showed that inscriptions were made during the Twelfth Dynasty of Egyptian kings (2000-1877 B.C.). But the meaning of the inscriptions remained a complete mystery until 1916, when an English scholar, Alan Gardiner, decided that certain signs meant *Ba'had*, a Semitic word for "lady lord," or goddess. His clue was a little sphinx used as a religious offering. It bore an Egyptian inscription which meant "Beloved of Hathor, Lady of the Turquoise," with a line of the strange characters. If these characters meant much the same as the Egyptian, one group of signs probably meant *Ba'had*.

But for many years, scholars were misled by false theories. Some tried to interpret the inscriptions as the Ten Commandments, brought from near-by Mount Sinai by Moses. Others tried to derive them from Egyptian writing, used with Egyptian meanings. At last, in 1931, an American, Martin Sprenghel, did much to clarify the reading. He was a student of Arabic, not of Egyptian, and he approached the problem from the viewpoint of the Semitic script. This suggested that the Egyptians may have let the Semitic miners choose and name signs to suit themselves, as told earlier in this article. He tried out this idea and his theory worked out. The Reverend Dr. Romain Butin of Washington refined this work. The knowledge thus gained, together with other discoveries about early Semitic writing, now made the origin of the alphabet reasonably clear. (See also Alphabet in Fact-Index at the end of this volume.)

ALPS. Among the most important high mountains in the world are the Alps of Europe. (The word alp is German for "high mountain meadow.") They divide the central part of the continent into northern and southern portions, and this division has done much throughout history to shape nations, languages, and ways of life.

The peaks and higher crests rise more than 10,000 feet above sea level, and catch abundant snow and rain from moisture-laden westerly winds. Above the "snow line" at 8,000 feet (or 9,500 in some places), snow never melts. Hence it accumulates, turns to ice, and flows down the slopes.

The Romans dropped Z and at this time their alphabet had 21 letters. They kept the old letter dropped, as Q. The letter for the Romans was *alpha*. They finally settled, however, by devising a new letter, *beta*, in the Fact-Index history. G was given the third place. A final change dropped Z. A final change dropped all the consonant pairs. The consonant pair of 'h', instead of making it a long 'e' as the Greeks had done.

After the Romans conquered the Greek world in the 2d century, they became interested in Greek literature. To write certain Greek names, they wanted to use some of the letters they had dropped. Therefore they added and Z after V, and before these letters they inserted a new one, Y, as a variant. The letter V still continued to mean both V and U. Thus the classical Latin alphabet gained its form, with twenty letters.

Rise of the Modern Alphabet
During the centuries, Rome ruled the Western World, the Latin alphabet spread through all north and western Europe. In the course of the Middle Ages, the letters J and W were added, and the old Y (as is told in the Fact-Index). These additions created a new alphabet for writing. In Italy and other languages, the letters are added to certain combinations. (For example, the Fact-Index.) remained in use in south.

But early in 1947 Britain, hard pressed at home, announced it could no longer afford to give aid.

The "Truman Doctrine" Helps Greece
Greece appealed to the United States. On March 12, 1947, President Harry S. Truman asked Congress to help preserve the freedom of Greece. Truman declared it was necessary to the security of the United States to aid any nation whose independence was threatened by force of arms. Congress endorsed this "Truman Doctrine," and granted Greece a loan of \$300,000,000 for military aid and reconstruction. The American Mission arrived in Athens in July.

The Communists had gained control of much of the wild mountainous country of northern and central

Greece. They swept down on villages, burned homes, and retreated to their mountain strongholds. More than 400,000 homeless refugees swarmed into crowded cities. Greece was near collapse.

In the winter of 1946-47 American officers trained the Greek army. Late in 1947 Greek Communists set up a "free Greece" in the north. Their advances threatened to engulf all Greece. But the United States increased its economic aid and strengthened Greek military training. The Communists surrendered in 1949. The European Recovery Program helped the Greeks to rebuild homes in the shattered north. At the United States demand, Greece liberalized its government. Women voted for the first time in 1952.

The Stirring Days of Ancient Greece

WHY DOES the modern world still take an interest in ancient Greece? Why do we continue to study and discuss in great detail what happened 25 centuries ago on a rocky, half-barren peninsula in the Mediterranean no larger than the island of Cuba?

A visit to the Greece of today gives no answer. Neither does a mere review of the political and military events of ancient history. We concern ourselves with the Greece of old because Western civilization was born there. Because there, between 600 and 300 B.C., a handful of men dethroned the blind and arbitrary fates that had seemed to rule the world. They conceived instead the ideas that the universe is orderly and that by the use of their reason men can come to understand it. Accordingly they investigated and developed the principles of reasoning and applied them to every problem they could think of—from astronomy to politics and from mathematics to the fine arts.

In due course the knowledge gathered by the Greeks was passed on to the Romans, who applied it in developing the legal system and the engineering skill on which their great empire was founded. Then, as Christianity spread, its moral teachings found support in the orderly wisdom of the Greeks, and the two blended into a tradition and way of life under which western Europe became the center of progressive civilization.

The Beginnings of Greek Culture

The story of ancient Greece takes us back to about 1500 B.C., when wave after wave of barbarian invaders swept over and destroyed the towns and cities of the Aegean basin, and then gradually built up a new civilization upon the ruins. You may read elsewhere about the early Aegean civilization with its

invaders were the fair-haired Achaeans of whom we read in Homer. The Dorians, who composed the second wave, came perhaps three or four centuries later, subjugating in their turn their Achaean kinsmen. Other tribes, the Aeolians and the Ionians, found homes chiefly on the islands and coasts of Asia Minor.

Life of the Early Wanderers

Something of the culture of the Aegean civilization these Greek—or, as the Greeks called themselves, Hellenic—invaders must have absorbed when they settled down and intermarried with the people they conquered. But, being still in the nomadic stages of a city civilization. So of the whole heritage of a city civilization. So of the stages of the Greek settlement we know little. These invaders were neither builders nor warriors. But we may imagine them moving southward from their pasture lands along the Danube, driving their herds before them, bringing their families and portable goods in rough ox carts, stopping in one place just long enough to plant and harvest one crop. These families settled down in the pasture lands of the peninsula, gradually took up farming, and little by little formed communities ruled by kings and chiefs.

At this point we can begin to picture them. The background of the 'Iliad' and the 'Odyssey' is the background of the Age of the Kings (see page 197). We see the Achaeans living very simply, a race of warriors to warfare. Their weapons and their songs are the only splendid things they have, except for the precious robes and the beautiful jewelry and work they bought from Phoenician traders (Phoenicians). The palace of Odysseus is built of wood, a hall about a court. In this hall they and cat. Sometimes it gets very smoky, for there are no chimneys. And the bed of Odysseus is no

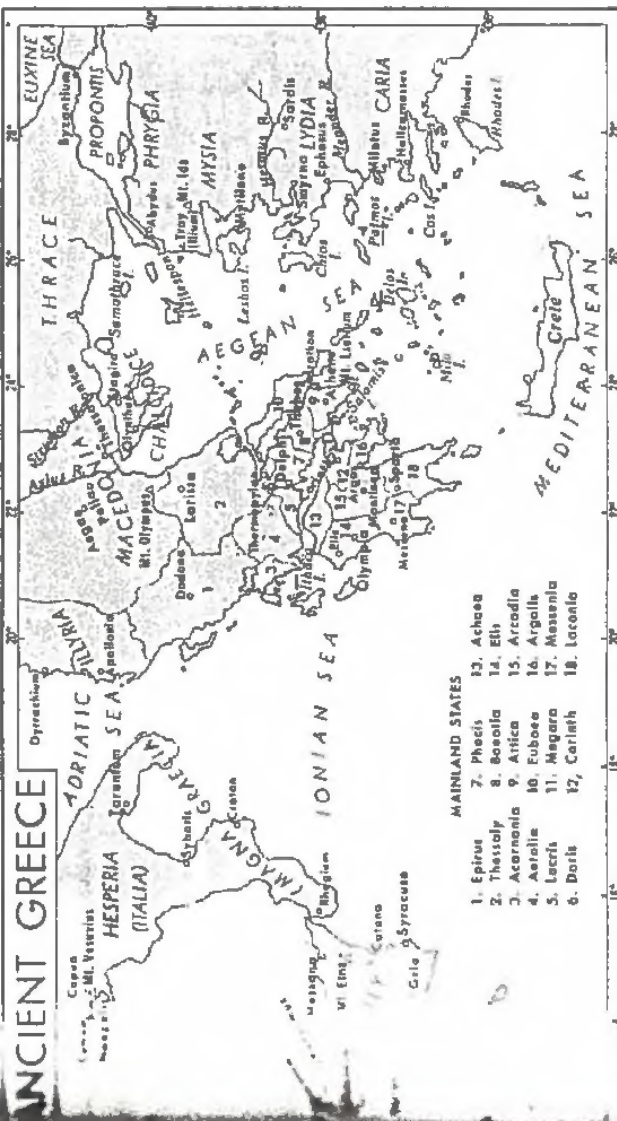
ANCIENT



The map shows the Aegean Sea and the Greek city-states.

When the power of Persia never became the Greek ever knew particularly strong cities were so small Greek city-state.

Just as Europe today is so on a small island by its mountainous enclosed were in the several city-states of the flat. These flatlands are characterized by places of refuge. The lofty Acropolis of Athens, from the ruins, and, loftier still, the rocks they built their houses and the temples in a few cases beyond very whole plain of Attica were Athenian cities of Argolis. Sparta of the Peloponnese.



Map shows the chief cities and divisions of ancient Greece, which included settlements in Asia Minor, Sicily, and southern Italy. The map of modern Greece earlier in the article shows the physical features of the central peninsula.

But the power of Persia threatened them all. But the only patriotism that became a nation. The only patriotism that knew was loyalty to his city. This was particularly strange to us nowadays, because we were so small. Except Athens, probably the city-state counted more than 20,000

Europe today is chopped up into nations instead of being a few large political units as North America is, so on a smaller scale ancient Greece was ruled by its mountain ranges. And even the plains were divided into many cases subdivided, containing city-states and surrounding its (acropolis) These flat-topped, inaccessible rocks or plateaus are characteristic of Greece and were first places of refuge. From the Corinthian isthmus to the city of Acrocorinthus, from Attica the Acropolis of Athens, from the plain of Argolis the mound of Mycenae, and, loftier still, the Larissa of Argos. On

villages, burned in main strongholds, swarmed into the sea. American officers, Greek Commanders. Their advances. But the United States and strengthened the communists' surprise. The Program for the shattered the Greece liberal or the first time

see

A... of whom us, who composed three or four centuries in their Achaean and the Ionian, and the coasts of Asia

Wanderers

the Aegean dwells called them. They absorbed when with the people in the nomads. So of the nation. We know that builders not moving southward Danube, driving their families and stopping in pastures and harvest and in the pastures up for logs and to picture the Kings (see H. Kings) and the Kings (see H. Kings) simply, a race and their sons.

Imbros, and Lemnos, long occupied by Athenian colonists; in Lesbos, "where burning Suppho loved and sung," and Scyros, island of Achilles; in Chios, Samos, and Rhodes, as well as in the nearer-lying Cyclades — so called (from the Greek word for "circle") because they formed a circle around the sacred island of Delos — and to the south in the island of Crete. The western shores of Asia Minor were fringed with Greek colonies, reaching out past the Propontis (Sea of Marmara) and the Bosphorus to the northern and southern shores of the Euxine or Black Sea. In Africa there were, among others, the colony of Cyrene and the trading post of Naucratis in Egypt. Sicily too was colonized by the Greeks, and there and in southern Italy so many colonies were planted that this region came to be known as Magna Graecia, or "Great Greece." Pressing farther still, the Greeks founded the city of Mussilia, now Marsailles, in Gaul.



A Greek mother walks with her children on a stone-paved street. Notice the doll in the little girl's arms, bought from the peddler sitting on the curb. Observe also the drinking fountain at the left. In the background rises the hill known as the Acropolis, crowned by the Parthenon and other temples. The painting is by a French artist, André Castaigne.

watch it from Homer to historical times. During the 8th and 7th centuries B.C. the kings disappear, monarchy gives way to oligarchy, that is, the rule of the few. The power goes over to the wealthy land-owning nobles—the "Eupatrids" or well-born. But the rivalry among the nobles and the discontent of the oppressed masses are too great, and soon a third stage appears.

This third type of government is known as tyranny. Some Eupatrid suddenly seizes absolute power—usually by obtaining the favor of the people and promising to right the wrongs inflicted upon them by the other land-holding Eupatrids. He is known as a "tyrant," which among the Greeks was not a term of reproach, merely implying one who had seized kingly power without the qualification of royal descent. The tyrants of the 7th century were a

one of them was slain by two youths, Harmodius and Aristogiton, who henceforth lived in Greek towns as thieftakers for sculptors and poets. By the time of Clisthenes, about 509 B.C., the rule of the tyrants was firmly established.

Very different was the course of events in Sparta (see Sparta), which had now established its most powerful military state in Greece. It had strict laws of Lycurgus (see Lycurgus) it had retained its primitive monarchical form of government with little change. Nearly the whole of the Peloponnese had been brought under its iron heel and was now jealously eyeing the rising power of Athens, the democratic rival in central Greece.

During this period the intellectual and artistic culture of the Greeks centered among the Ionians in Asia Minor. Thales, called "the first Greek philosopher," was one of the great thinkers of the 6th century B.C. He was a

tyrant who taught the people their rights and their power.

By the beginning of the 5th century B.C. Athens had gone through these stages and emerged as a democracy—the first democracy in the history of the world. Between two and three centuries before this the kings had made way for officials called "archons," elected by the nobles, and the aristocratic form of government was established. About 621 B.C. an important step in the direction of democracy was taken when the first written laws of Greece were compiled from the existing traditional laws. This new form was forced by the necessity to relieve them from the oppression of the nobles. But the code—which was so severe that the adjective "Draconic," from the name of its compiler Dracon, is still a synonym for "harsh"—did not give sufficient relief. A revolution was averted only by the wise reforms of Solon, about a generation later (see Solon). But Solon's reforms only put off the fatal day, and in 561 B.C. Pisistratus, aided by the demagogues, made himself tyrant. Within two interruptions, Pisistratus ruled for more than 30 years, fostering commerce, agriculture, and the arts, and laying the foundation for much of Athens' future greatness. His sons, Hippias and Hipparchus, attempted to continue their father's policy, but they were slain by two youths, Harmodius and Aristogiton, who henceforth lived in Greek towns as thieftakers for sculptors and poets. By the time of Clisthenes, about 509 B.C., the rule of the tyrants was firmly established.

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Athenian state rested on a foundation of slavery. Two-fifths (some authorities say four-fifths) of the population were slaves. Slave labor produced a large part of the wealth that gave the citizen the time and money to pursue art and learning and serve the state. Slavery in Greece was a peculiar institution. When a city was conquered its inhabitants were often sold as slaves. Kidnapping boys and men in "barbarian" states, was another steady source of supply. If a slave was well educated or could be trained to a craft, he was easily disposed of. And a slave always had a chance of obtaining his freedom, for quite frequently

publicly there loomed in the east a thundercloud which threatened to sweep away the whole promising structure of the new European civilization. Persia, the great Asiatic world-empire of the day, had suddenly been awakened to the existence of the free state of Greece by the aid which the Athenians had lent to their oppressed kinsmen in Asia Minor. The dramatic story of how the scanty forces of the Greeks broke back the enormous Persian armaments is told in the article on the Persian Wars.

How Athens Rose to Power

It was this momentous conflict Athens emerged a victor, and ruin, but yet the richest and most powerful state in Greece. She owed this position to the shrewd policies of her statesmen, Themistocles, who had seen that naval strength, not land strength, was henceforth the key to power. "Whoso can hold the command of the situation," he said, "shall rule the world." He persuaded his fellow Athenians to build a fleet—larger than the combined fleets of the rest of Greece—and to fortify the harbor at Piræus. This fleet became the instrument by which the Persians were finally defeated at the battle of Salamis, and also by which Athens made herself mistress of the sea. For, within three years after Salamis (480 B.C.), Athens had united the Greek cities of the Asiatic coast and of Aegean islands in a confederacy (called the Delian League) the treasury was at first on the island of Delos for defense against Persia; and in another generation this confederacy had become an Athenian Empire.

At first at a stride Athens was transformed from a provincial city to an imperial capital. Wealth beyond the dreams of any other Greek state flowed into her coffers—tribute from subject and allied states, customs duties on the flood of commerce that poured through the Piræus, and revenues from the Attic silver mines. The population increased fourfold more, as foreigners streamed in to share

the centuries. For it was at this time that the rights and their power, the beginning of the democracy—the first stage in the history of the Athenian state—were laid. Between two and three centuries before this the kings had been supplanted by officials called "archons," and the democratic form of government had been established. About 600 B.C. an important step in the development of democracy was taken when the first written laws were compiled from the existing traditional laws. The people was forced by the need to relieve them from the oppression of the nobles. But the law which was so severe, the adjective "draconic," the name of its compiler, was still a synonym for "harsh." It did not give sufficient scope for the revolution was averted only by the wise reforms of Solon, a generation later (see page 198). Solon's reforms only postponed the fatal day, and in 594 B.C. Cleisthenes, aided by the demagogue Pericles, made himself tyrant, and, by a series of interruptions, Pericles ruled for more than 30 years. He fostered commerce, agriculture, and the arts, and laying the foundation for much of the future greatness. His son, Pericles and Hipparchus attempted to continue their father's policy

DEMOCRACY AT WORK IN 580 B.C.



built two stories high along narrow winding streets, into which refuse was thrown instead of being properly drained or carted off. The people ate two meals a day, each consisting of bread, perhaps a broth of beans and pulse, with wine and sometimes fruit to wash it down. Fish with the bread was thought to make a remarkably fine meal. Olives and olive oil were largely used; honey took the place of sugar, and cheese was often eaten in place of meat, but butter was practically unknown. Athens can be nearly as cold in winter as Philadelphia, yet the only heat in the houses was a brazier or dish of burning charcoal. There was no plumbing, nor were there chimneys, and the smoke from the stove in the tiny kitchen sometimes preferred wandering around the house to going out the hole in the roof provided for it. There were no windows on the first floor, but in the center of the house was a broad open court—as you will find in Spain or in the Oriental countries today—with the men's apartment, the women's apartment, and the tiny cupboard-like bedrooms clustered about it. The second story sometimes had a window or two looking down upon the street.

But the real life of the city was out of doors. The men spent much of their time talking politics and philosophy in the agora or market place, exercising or lounging in the athletic fields, performing military duty, sitting in the Assembly or the Council of 500, taking part in the numerous state festivals, or doing jury duty—there were 6,000 jurors on duty all the time in Athens, for all the allied cities were forced to bring their cases to Athens for trial. Daily salaries

weaving the wool for clothing. They never acted as hostesses when their husbands had parties, and were only seen in public at the theater—where they might attend tragedy but not comedy—and at certain religious festivals.

The Peloponnesian Wars

Such was life in Athens in the heyday of her glory, before the jealousy of Sparta and other independent Greek states and the discontent of the subject states of the Athenian Empire flamed up into a war that broke the power of Athens. Already the rivals had wasted their strength in 15 years of indecisive struggle (459-446 B.C.). This was the first of the three Peloponnesian Wars. In 431 B.C., in spite of the exhaustion of both sides, war again broke out.

The plan of Pericles in the Second Peloponnesian War was not to fight at all, but to let Corinth and Sparta spend their money and energies while Athens conserved both. Therefore he had all the inhabitants of Attica come inside the walls of Athens and let the Peloponnesians enter the plain of Attica year after year and ravage as they would, while Athens, secure without losses, harried their lands by sea. But Pericles reckoned without the dangers of overcrowding. The plague broke out in Athens and killed one-fourth of the population, including Pericles himself, and left the other three-fourths without spirit and without a leader. After dragging along for ten years, this war ended with the supremacy still undecided.

Alcibiades and His Evil Influence

Almost before they knew it, however, the Athenians were whirled by the unscrupulous demagogue Alcibi-

CLINGING CLOTH CARVED FROM THE SOLID STONE



These three figures from the ruins of the Parthenon in Athens, and now in the British Museum, are generally supposed to present the finest treatment of drapery known to the sculptor's art. Motivated as they are, the exact meaning of these figures remains a mystery. They are commonly called "The Three Fates," but another interesting theory is that the reclining form is that of Thetis as "the Sea," lying in the lap of Gaia "the Earth," and that the exquisite flowing lines of drapery represent the waves breaking upon the shore. According to this theory, the figure at the left did not belong to the group.

Fragment of pottery on which is inscribed the name of the poet, 3. W. of the Peloponnesian Wars.

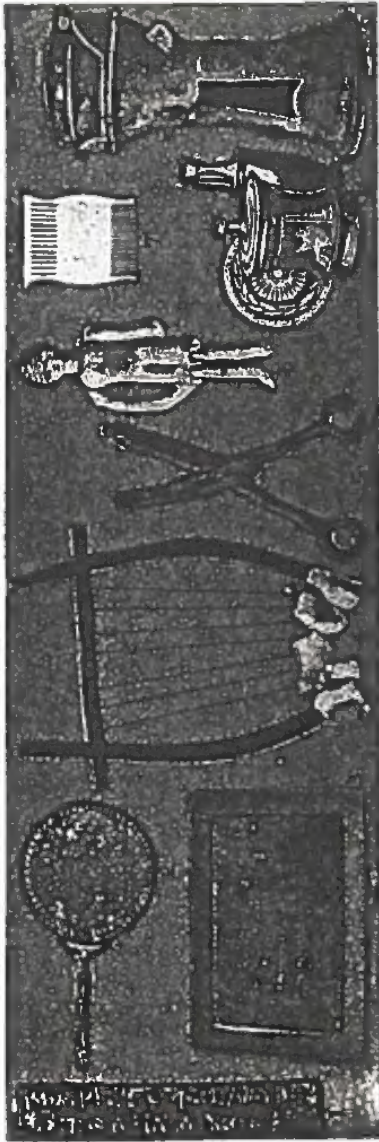
brother of Pericles. War. Wishing for peace, he persuaded Athens to fight against Syracuse. The armada was defeated. The army was sold into slavery. The disaster sealed the fate of Athens. The Aegaeon of Sparta, an Athenian under siege. In 405, an Athenian fleet of 180 triremes was defeated at the battle of Aegaeon. The Athenians were powerless to import grain nor import it, and the empire came to an end. The Athenians connecting Athens with the sea, Athens became a vassal.

The End of the Greek World

Sparta tried to maintain its position in many of the Greek states with Sparta's hatred of Athens unpopular. At 336 B.C. the Thebans under Epaminondas broke the power of Sparta, however, the skill of Epaminondas in the battle of Mantinea in 362 B.C. led to a defeat in spite of its powerful city-states was not a success invited a conqueror.

Such a conqueror was found in the country of Macedonia, a kingdom of Greece. Its King Philip in 360 B.C., had had the weakness of the diarchy to possess the Greek states. Demosthenes saw the danger and by a series of fine speeches made the Greeks aware of the danger. But Philip was not deterred. He won at the battle of Chaeroneia in 338 B.C. and took away the leadership. Before he could reach the Minor, however, he was killed.

RELICS OF THE DAYS OF THE ANCIENT GREEKS



1. Fragment of pottery on which an Athenian jurymen inscribed his verdict in a court trial. 2. Hand mirror, the reflecting part made of polished metal. 3. Waxed tablet on which some Greek schoolboy had scratched his multiplication table. 4. Lyre. 5. A pair of scissors. 6. Doll made of clay. 7. Comb. 8. Platter, toilet box, and oil flask. 9. Movable oven with a cooking pot fitting into the top.

Pericles, nephew of Pericles, into the Third Peloponnesian War. Wishing for a brilliant military career Alcibiades persuaded Athens into a stupendous expedition against Syracuse, a Corinthian colony in Sicily. The armada was destroyed in 413 B.C., and the captives were sold into slavery.

This disaster sealed the fate of Athens. Those allied cities about the Aegean that had remained faithful now deserted to Sparta, and the Spartan armies laid Athens under siege. In 405 B.C. the whole remaining Athenian fleet of 180 triremes was captured in the Hellespont at the battle of Aegospotami. Besieged Athens could neither send nor import food, and in 404 B.C. the Athenian empire came to an end. The fortifications and long walls connecting Athens with Piræus were destroyed, and Athens became a vassal of triumphant Sparta.

The End of the Greek City-States
Sparta tried to maintain its supremacy by keeping garrisons in many of the Greek cities. This custom together with Sparta's hatred of democracy made its domination unpopular. At the battle of Leuctra in 371 B.C. the Thebans under their gifted commander Epaminondas broke the power of Sparta. Theban leadership was, however, short-lived, for it depended on the skill of Epaminondas. When he was killed in the battle of Mantinea in 362 B.C., Thebes really suffered defeat in spite of its victory. The age of the great Greek city-states was at an end, and a prostrated

to his son Alexander, then not quite 20 years old. How Alexander firmly established himself throughout Greece, and then overthrew the vast power of Persia, building up an empire that embraced nearly the entire known world, is told in a separate article (*see Alexander the Great*).

The Hellenistic Age and Roman Conquest

The three centuries that follow the death of Alexander are known as the Hellenistic age, for their products were no longer pure Greek, but Greek plus the characteristics of the conquered nations. It was a time of great wealth and splendor. Art, science, and letters flourished and developed. The private citizen no longer lived crudely, but in a beautiful and comfortable house, and many cities adorned themselves with beautiful public buildings and sculptures.

This age came to its end in another conquest—that of Rome. On the field of Cynoscephalae ("dogs' heads"), in Thessaly, the Romans defeated Macedonia in 197 B.C. and gave the Greek cities their freedom as allies. Even so the Greeks caused Rome a great deal of trouble, and were taught their lesson by the burning of Corinth in 146 B.C. and their reduction to vassalage. Athens alone was revered and allowed a certain amount of freedom, and to its schools went many Romans, Cicero among them.

When the seat of the Roman Empire was transferred to the east, Constantinople became the center of culture and learning and Athens sank rapidly to the

and service on the Comedies. Women stayed at home, the house and spinning and weaving. They never acted in plays and had parties, and went to the theater—where they might see comedy—and at certain

Athenian Wars

in the heyday of her power Sparta and other independent states content of the subject states flamed up into a war between them. Already the rivals had in 15 years of indecision. This was the first of the Peloponnesian Wars. In 431 B.C., in spite of the fact that Sparta had again broke out, the Second Peloponnesian War, but to let Corinth and Athens and energies while Athens and he had all the inhabitants of Athens and let the walls of Athens and let the plain of Attica year after year would, while Athens, against their lands by sea. In the dangers of overpopulation in Athens and killed thousands without spirit and dragging along for ten years supremacy still undecided. His Evil Influence
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LID STONE

their independence. The men of genius who gave their stamp to the age seemed to live a life apart from the tumultuous politics and wars of the period. They sprang up everywhere, in scattered colonies as well as in the peninsula. And when the great creative age had passed its peak, Greek artists and philosophers were sought after as teachers in other lands, where they spread the wisdom of their masters.

What were these new ideas for which the world reached out so eagerly? First among them was the termination to live by the light of reason, to follow the truth wherever it led. In their sculpture and architecture, in their literature and philosophy, the Greeks were above all else reasonable. "Nothing to excess" (*meden agan*) was their guiding principle, which the Roman poet Horace later interpreted as the "golden mean."

Their art was singularly free from exaggeration. Virtue was for them a path between two extremes—only by temperance, they held, could man attain happiness. Believing in a balanced life of the mind and body, they had time too for play, and played magnificently (see Olympic Games). Even in the most troubled times they kept their joy in life, refusing to surrender to pessimism.

From Homer to Aristotle

This many-sided culture seemed to spring almost full-grown into being. Babylon, Egypt, and Assyria had astronomy and Egypt the rudiments of medicine; but the genius of these ancient civilizations, these ancient cultures, had its beginnings in the east of Asia Minor. Here conquering people and of the sea, and of the land, being aloof and forbidding, were down from Mount Olympus sorbing life of mankind (see the story of the Trojan War). In Asia Minor the culture of the East and the West met. Here in the 6th century B.C. the culture of the East and the West met. Here in the 6th century B.C. the culture of the East and the West met. Here in the 6th century B.C. the culture of the East and the West met.

Pericles (*see* Pericles; Architecture; Greek Art; Greek Literature). Philosophers now turned their thoughts from the study of matter to the study of man himself (*see* Education). Toward the end of the century Socrates ushered in the most brilliant period of Greek philosophy, passing on his wisdom to his pupil Plato, who in turn handed it on to "the master of those who know," the great Aristotle (*see* Socrates; Plato; Aristotle; Academy).

Progress of Science in the Hellenistic Age

Alexander spread Greek learning with his conquests. The three centuries following his death (323 B.C.) are called the Hellenistic Age, as distinguished from the true Hellenic or Classical period.

riod. The city founded by Alexander at the mouth of the Nile—called after him Alexandria—now became the intellectual capital of the world (see Alexandria).

How Greek Culture Survived

The Hellenistic Age came to an end with the establishment of the Roman Empire in 31 B.C. The Romans borrowed from the Greeks their art and science as well as their philosophy of stoicism. When Christianity grew and spread it was inevitably influenced by Greek thought. Through the period of the barbarian invasions Greek learning was preserved by the Christians in Constantinople and by the Mohammedans in Cairo (see Mohammed). Later its light shone again in the Middle Ages, the foundation of the

The GLORIOUS Hel

GREEK AND ROMAN ART.
 art owes a great deal to nature. Greece is one of the fairest in all the world; nowhere is nature brought together in so beautiful a combination. The lines of mountains and sea are so clear in the crystal-clear air as to give a brilliant blue of the sky which helped to inspire that lovely graceful line, of perfect proportion and symmetry, of strength and beauty, which is characteristic of Greek architecture and sculpture leading to the beauty

There was everywhere a sense of the presence of the Greek mind, the Greek body harmonious with the beautiful as Nature. It is impossible to measure much the sculptor owed to the Greek emphasis on the physical culture and character. And Nature favored the Greeks in another important way; which was that many of the islands of the coast, notably Rhodes, are almost solid blocks of white marble, available in Attica the quarries of Mount Pentelikus and Mount Hymettus yield an abundance of the best. This invites the sculptor's choice. But we must not think that we satisfied the Greeks. They were not content with their sculpture and their architecture almost entirely washed away by the sea. Other bright hues were in their work, and we can imagine that have been when those works were new, and lives only in what we know about it and in the work of the day. Polytechnus in the 5th